



# Report To Our Readers

IT WASN'T LONG after launching *EnergyBiz* that we confirmed the magazine was making a positive impact on the industry. Shortly after the second issue mailed in January, Bruce Carpenter, Portland General Electric general manager of residential and business services, held a copy aloft as he addressed a large audience at Distributech. It is a must read, he said, illuminating many major issues facing energy companies.

We are connecting with Bruce Carpenter and many other readers as we strive to become the thought leader serving a new energy industry facing unprecedented challenges. Rather than rely on anecdotal evidence of our success, however, we seek a robust interaction with our readers. For eight years, Energy Central, our parent company, has had extensive e-mail interactions with the power industry. The readership of *EnergyBiz* was carefully selected from that database.

*EnergyBiz* can tap the Internet to deeply probe readers' response to the publication and identify subjects it must cover to remain relevant. We intend to do just that. A recent e-mail to several thousand subscribers generated hundreds of responses. Comments were overwhelmingly positive. We offer nine of them below — not to be self-congratulatory but so that you can gauge how this editorial product is being received by your peers.

**“I take five different energy/electric power type magazines because none of them speaks squarely to the broad energy issues I am interested in. Your magazine is by far the most dialed into my interests.”**

**“Looks great, and the content is at just the right level, as far as I'm concerned! (That's somewhere between too arcane and too simplistic). The best mag in a long time.”**

**“Our industry is long overdue for a magazine such as yours, and you should be commended for bringing it to press. A good comparable publication that serves its industry well would be *Aviation Week*.”**

**“Keep it coming. I work in the deregulated energy industry and post-Enron it's been an industry searching for an identity with uncertain prospects. I'm glad to see a magazine that's giving visibility to issues in the energy business and bringing some positive developments to everyone's awareness.”**

**“Leave it a little offbeat. It keeps the imagination working. Hidden under everything are answers that haven't been glimpsed yet, and this provides the best chance for their airing.”**

**“How about keeping the ethics issue in front of folks? The industry still has a long way to go to win back its halo.”**

**“Your magazine serves many readers whose interests are varied. By keeping a variety of articles I feel you're on track in meeting our diverse needs.”**

**“This is my only print source for quality information about the back office/business side of the power industry — keep it up! You are a valuable resource.”**

**“I thought the article on the “Graying Workforce” [November/December] was very well done. I also appreciate inclusion of reference materials at the end of your articles to allow for additional exploration into a subject.”**

Indeed, with this issue we launch a new service that will enable readers to delve more deeply into industry issues. Selected articles will have an “On Topic” sidebar displaying related articles written for Energy Central's online magazine, *EnergyPulse*. Log on to [www.energycentral.com/quicklink](http://www.energycentral.com/quicklink) and put in a code next to a desired article to retrieve it electronically. A similar process can be followed to learn more about conferences and trade shows listed in the magazine.

*EnergyBiz* intends to stake out a position on the frontier of journalism, providing you, our reader, with an information-rich, three-dimensional dialog. ☺

*Martin Rosenberg*

Whatever your business, profitability can depend on the reliability of the wireless data network you entrust to monitor and control your system. With a Trusted Wireless Data Solution from Dataradio, you can create a network with greater reliability and reduced infrastructure cost.

Our Trusted Wireless Data products for licensed and unlicensed networks provide cost effective, easily deployable solutions with a support team available for today's network planning and tomorrow's network expansion. Put Trusted Wireless Data Solutions to work for you. Call **800-992-7774** or visit [www.dataradio.com/ec](http://www.dataradio.com/ec).

## WHAT'S AT STAKE IF YOUR WIRELESS DATA SYSTEM DOESN'T DELIVER?



**TRUSTED**  
WIRELESS DATA

**DATARADIO**

## Letters

TO CONTRIBUTE TO the Letters column, please e-mail your submission to [energybiz.editor@energycentral.com](mailto:energybiz.editor@energycentral.com). Provide your name, address and daytime phone number. Letters may be edited for style and space.

**THE LEGAL EAGLE** Guest opinion by Duane Richards [March/April] suggests that his Western Fuels Association (WFA) and its Laramie River Station (LRS) operator, Basin Electric Power Cooperative, is being irreparably harmed by BNSF Railway (BNSF) as a result of our actions after the expiration in 2004 of a privately negotiated contract to haul 8 million tons of Power River Basin (PRB) coal annually in effect since 1984. Mr. Richards further claims that BNSF Railway functions as a monopolist.

The truth is that there has been no harm delivered to Richards, WFA, or LRS. In fact, they have benefited handsomely through the prior contract and going forward would be treated fairly under current market conditions with a competitive position in the energy marketplace.

Between 1984 and 2004, Basin Electric Power had a shipper-friendly rate that had dropped 25 percent lower in actual nominal dollars than the original 1984 rate. Just for the current BNSF rate to reflect more than two decades of inflationary increases in cost would require a 100 percent increase in price from the prior contract rate at the end of its term.

In contract negotiations, BNSF offered WFA a shorter term contract at a rate consistent with system average rates for short rail moves, as indicated in published data from the Department of Energy. Western Fuels did not accept BNSF's offers because it felt it could obtain better rates through litigation rather than negotiations.

The new published rate, currently under challenge, will still be among the lowest in actual dollars per ton that BNSF charges any shipper of PRB coal. BNSF is phasing in its rate increase over three years to minimize impact.

Because of BNSF's low rates, Basin has been able to provide substantial bill credits back to its members, as reported in its 2003 Annual Report.

Richards' call for remedies through re-regulation of the rail industry is absurd. Why would WFA support re-regulation that would stifle capital investment in rail infrastructure and cause harm to its members' ability to be served by an efficient rail transportation system over the long term?

**Thomas G. Kraemer**  
**Group Vice President – Coal**  
**BNSF Railway Co.**  
**Fort Worth, Texas**

### CORRECTION

The article "The State of Customer Information Systems," [March/April] incorrectly reported that GFI Energy Ventures owns LODESTAR Corp. Chris Hamilos, LODESTAR's founder, chairman and CEO, has controlling interest in LODESTAR. LODESTAR's executives, employees, and select individuals combined hold the next largest minority interest in the company, while GFI holds the remaining minority interest.

# energybiz

EDITOR IN CHIEF Martin Rosenberg  
[marty.rosenberg@energycentral.com](mailto:marty.rosenberg@energycentral.com) 913 385 9909

CHIEF COPY EDITOR Ellen Parson

SENIOR EDITOR Warren B. Causey

AOD@energycentral.com 415 648 9405

NEWS EDITOR Carly Stonehouse

[carly.stonehouse@energycentral.com](mailto:carly.stonehouse@energycentral.com) 303 782 5510 x138

FEATURE WRITERS Al Senia, Gary Stern, Richard Korman

ART DIRECTOR Jürgen Mantzke

GRAPHIC DESIGNER Graham Lewis Fleming

PUBLISHER Sonja Berdahl

[sonja.berdahl@energycentral.com](mailto:sonja.berdahl@energycentral.com) 303 782 5510 x125

VICE PRESIDENT/MARKETING Audra Drazga

[audra.drazga@energycentral.com](mailto:audra.drazga@energycentral.com) 303 782 5510 x146

VICE PRESIDENT/SALES Jan Lassiter

[jan.lassiter@energycentral.com](mailto:jan.lassiter@energycentral.com) 303 782 5510 x117

#### ACCOUNT EXECUTIVES

Ken Maness, Jean Micketti, Larry Robinson,

Laura Abel and Melissa Albrecht

[sales@energycentral.com](mailto:sales@energycentral.com) 303 782 5510 x100

ADVERTISING COORDINATOR Stephanie Wilson

MARKETING MANAGER Stephanie Fisher

TECHNOLOGY SUPPORT Dan Wilson, Tim Anderson

CIRCULATION COORDINATOR Shamane Curtis

CUSTOMER SERVICE April Millett

BILLING Audra Drazga

#### ENERGY CENTRAL

[www.energycentral.com](http://www.energycentral.com)

PRESIDENT/CEO Steve Drazga

VICE PRESIDENT/CONTENT Mark Johnson

SENIOR VICE PRESIDENT/RESEARCH & ANALYSIS Mike Smith

2821 South Parker Road

Suite 1105

Aurora, CO 80014

Phone: (303) 782 5510

Fax: (303) 782 5331

*EnergyBiz* is published bimonthly by Energy Central, 2821 S. Parker Road, Suite 1105, Aurora, CO 80014. All rights reserved. No articles may be reproduced in whole or part by any means without permission of the publisher. Reprints: Send your request to the Publisher at Energy Central, 2821 S. Parker Road, Suite 1105, Aurora, CO 80014 or e-mail [sonja.berdahl@energycentral.com](mailto:sonja.berdahl@energycentral.com). Subscribers: *EnergyBiz* is available free to a limited number of qualified subscribers. Basic subscription rates are \$99 per year US and \$129 outside the US. Single copies are \$10.

Request a subscription at [www.energycentral.com/energybiz/](http://www.energycentral.com/energybiz/)

ADVERTISERS: Media kits are available by contacting

Jan Lassiter, Energy Central vice president/sales

2821 S. Parker Road, Suite 1105, Aurora, CO 80014 or e-mailing

[sales@energycentral.com](mailto:sales@energycentral.com).

POSTMASTER: Send address changes to

Energy Central 2821 S. Parker Road, Suite 1105, Aurora, CO 80014.



AMERICAN  
BUSINESS MEDIA  
The Association of Business Media Companies